

Abstract of the Disclosure

In accordance with the present invention, a computer-based tool helps a person choose a product from among many possible products. This assistance, sometimes referred to as product brokering, can be useful in electronic commerce for facilitating customer selection of products. An embodiment of the invention enables product selection by a person even if the person is unable to precisely or even explicitly specify what product features or characteristics the person desires. The person is presented with a relatively small set of possible products for comparison, and the computer-based tool solicits opinions from the person about the presented products. The computer-based tool extracts information about product characteristics that appeal to or repulse the person, and uses the extracted information to present the person with additional product choices. With each iteration of product presentation by the computer-based tool and expression of preferences by the person, an optimal product is identified.

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